



MA  ASSAR SOMBERE' & SMART CITY

PROFILE

An aerial photograph of a city waterfront, likely Manila, Philippines. The image shows a dense urban area with numerous buildings and a large festival or event taking place on a pier extending into the water. The festival area is filled with white tents and people. The water is dark blue, and several boats are visible. The overall color scheme is dominated by warm, golden-orange tones, suggesting a sunset or sunrise.

POPULATION
1,553,461
PER OCTOBER 2018

TOTAL AREA
175.77 Km²

INFLATION RATE
3.2%
2018

ECONOMIC GROWTH
8.23%
2018

HUMAN DEV. INDEX
80.53
2017

POVERTY RATE
4.58%
2017

HAPPINESS INDEX
76%
2017

POSITIONING

1

HUB OF
EASTERN
INDONESIA

36.6 MILLION

CITIZENS

2

INDONESIA'S
BEST ECONOMIC
PERFORMANCE

UPPER 5%

GAP BETWEEN ECONOMIC GROWTH
AND INFLATION RATE

3

ONE OF THE BEST
LOCAL
GOVERNMENT
IN INDONESIA

165 AWARDS

2018

4

LOWEST
DISASTER
RISK CITY
IN INDONESIA

0 NO VOLCANO, NO TSUNAMI
NO EARTHQUAKE, NO FOREST FIRE



5

CENTERPOINT
OF INDONESIA

3 HOUR

FLY TO EAST & WEST INDONESIA

6

HIGH CITIZENS
SATISFACTIONS
INDEX

88%

CRC SURVEY 2017

7

SOMBERE'
& SMART CITY

110 APPS

FROM 100 INNOVATIONS

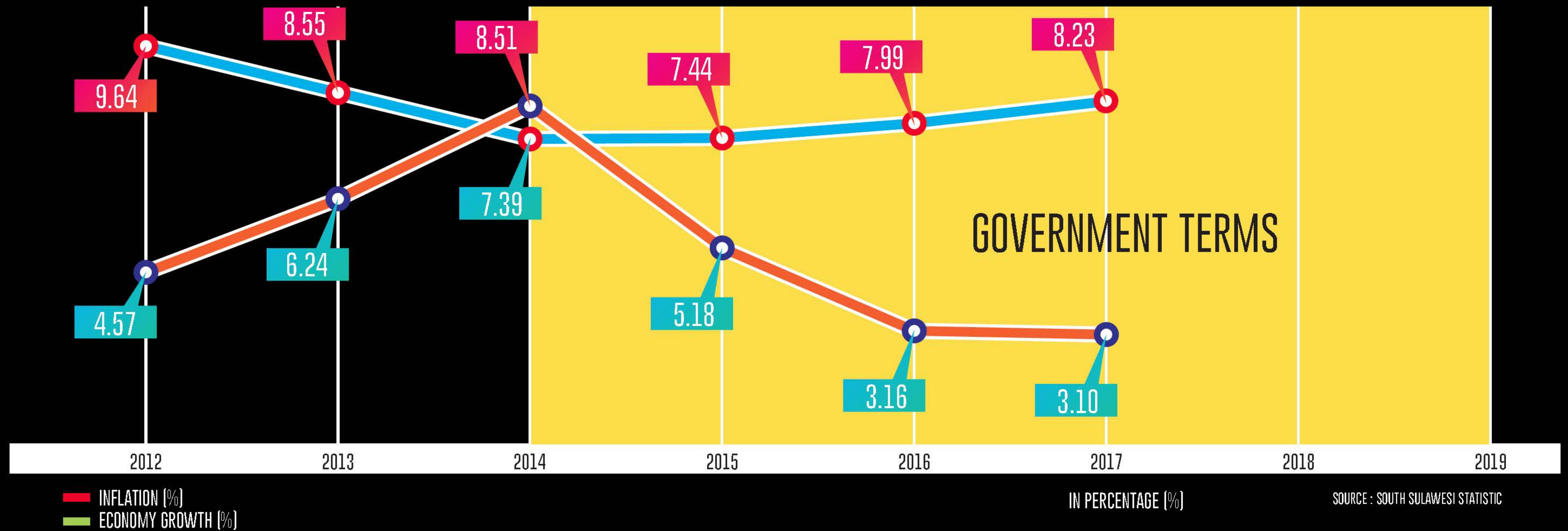
8

RESILIENT
CITY

5.000 HA

MITIGATION AREA WITH RECLAMATION

PROGRESS



VISION & MISION MAKASSAR CITY

VISION

“TO CREATE MAKASSAR
AS A LIVEABLE
WORLD CLASS CITY FOR ALL”

MISSION

- 1 TO RECONSTRUCT SOCIETY'S DESTINY,
TO WORLD CLASS STANDARD PROSPEROUS SOCIETY
- 2 TO RESTORATE CITY SPATIAL PLAN,
TO BECOME LIVEABLE WORLD CLASS CITY
- 3 TO REFORM OF BUREAUCRACY,
TO WORLD CLASS PUBLIC SERVICES, AGAINST CORRUPTION

PHILOSOPHY SOMBERE & SMART CITY

SOMBERE'

THE GREAT HOSPITALITY
THE GREAT HUMBLE
THE GREAT BROTHERHOOD

& SMART CITY

WHY MAKASSAR NEED TO PUT
"SOMBERE" TOGETHER WITH "SMART CITY"



SMART CITY IS ABOUT
HARDWARE AND SOFTWARE,
SOMBERE' IS ABOUT HEARTWARE



SMART CITY WILL MAKE ALL
THE CITIES BE EQUAL,
SOMBERE WILL MAKE THE
STRONG CITY CHARACTER



SMART CITY IS TECHNOLOGY,
SOMBERE IS A CULTURE



SMART CITY AND **SOMBERE**
BOTH WILL GENERATE GOOD
BUSINESS AND INVESTMENTS



SMART CITY AND **SOMBERE'**
BOTH WILL CONNECT
HEART AND MIND EVERY PEOPLE

PHILOSOPHY OF BIG DATA 'SOMBERE' & SMART CITY



WHY MAKASSAR NEEDS SOMBERE & SMART CITY

TO CREATE MAKASSAR
QUALITY OF LIFE



TO DRIVE

18,103

EMPLOYEES

TO SERVICE

1,778,702

CITIZENS

TO MANAGE

50

CITY DEPARTMENT

TO IMPLEMENT

8 FUTURE WAYS

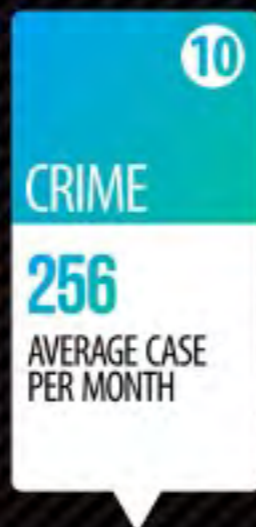
VISIONS

TO CONTROL
AREA OF

175 KM²



ISSUES & CHALLENGES



TARGET & QUALITY

01

INFORMATION
TRANSPARENT

02

DATA
REAL TIME

03

RESOURCES
CONNECTIVITY

04

RESULT
EASY TO ACCESS

05

TECHNOLOGY
COST REDUCTION

06

TO DRIVE
QUICK RESPONSE

07

DATA
ACCURACY

08

TREND
ADAPTIVE

09

LOCAL CHARACTER
CUSTOMIZED

10

OUTCOME
ACCUMULATED

11

SYSTEM
SECURED

KEYS

1 | TO GENERATE
PUBLIC ENGAGEMENT

2 | TO CONVINC
PUBLIC ACCEPTANCE

3 | TO GET
BIG DATA

4 | TO BUILD PLATFORM
SMART SYSTEM

5 | TO INNOVATE
CITY APPS

6 | TO BUILD
WAR ROOM

7 | TO PREPARE
OPERATING & MAINTENANCE

8 | TO TRAIN
UPDATING MANAGEMENT

PROGRAMS & INNOVATIONS

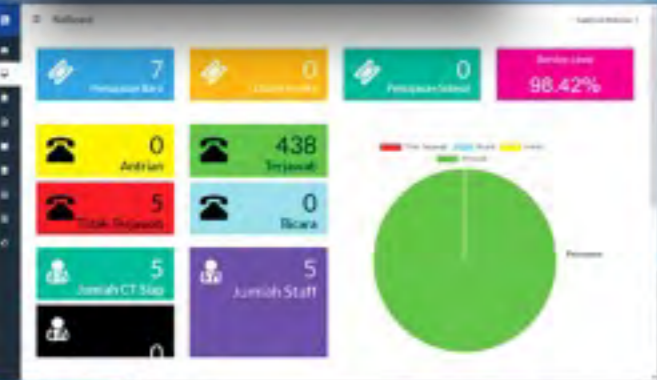


MAKASSAR WAR ROOM

APPS DASHBOARD CONTROL

TRACKING VEHICLES

CALL CENTRE 112



COMMUNITY FORUM

Two overlapping screens. The left one shows a community forum with a list of posts and user avatars. The right one shows a tracking vehicles interface with a map of Makassar and a list of vehicle data including license plate numbers and status indicators.

CCTV



HOSPITAL

A dashboard for hospital management. It contains several data tables with columns for patient information, medical history, and treatment plans. The tables are organized in a grid-like structure.

INFLATION MONITORING

A dashboard for inflation monitoring. It features a large table with multiple columns of numerical data, likely representing price indices for various goods and services over time.

REAL TIME CITIZEN DATA

NO	DESKRIPSI	JUMLAH
01	PENDUKUN AKTIF (PENDUKUN YANG PUNYA KELOMPOK DALAM DATA ANGGRAH KELUARGA)	1.719.230
02	DATA KELUARGA AKTIF (SALAH SATU ORANG DALAM ANGGRAH KELUARGA)	461.360
03	PENDUKUN PERSEKUTUAN KELUARGA (PENDUKUN DENGAN KELOMPOK DAN PROFESI)	120
04	PENDUKUN BERKUALITAS (PENDUKUN DENGAN PENDIDIKAN DAN KELOMPOK)	120
05	PENDUKUN BERKUALITAS (PENDUKUN DENGAN PENDIDIKAN DAN KELOMPOK)	120
06	BERKUALITAS (PENDUKUN DENGAN PENDIDIKAN DAN KELOMPOK)	120
07	DATA (PENDUKUN DENGAN PENDIDIKAN DAN KELOMPOK)	120
08	DATA (PENDUKUN DENGAN PENDIDIKAN DAN KELOMPOK)	120
09	DATA (PENDUKUN DENGAN PENDIDIKAN DAN KELOMPOK)	120
10	DATA (PENDUKUN DENGAN PENDIDIKAN DAN KELOMPOK)	120
11	DATA (PENDUKUN DENGAN PENDIDIKAN DAN KELOMPOK)	120

PERMIT LICENSE DATA

A table showing permit and license data. It includes columns for license type, status, and other relevant information. The data is presented in a structured grid format.

REAL TIME WEATHER REPORT



ONGOING PROGRESS | MAKASSAR

SOMBERE AND SMART CITY



SOMBERE & SMART
HEALTH CARE **KESEHATAN**



SOMBERE & SMART
PUBLIC SECURITY **KEAMANAN**



SOMBERE & SMART
COMMUNITY **RT DAN RW**



SOMBERE & SMART
TOURISM **PARIWISATA**



SOMBERE & SMART
TRANSPORTATION **PETE' PETE'**



SOMBERE & SMART
GOVERNMENT **PEMERINTAHAN**



MAKASSAR SMART CARD



MAKASSAR STUDENT SMART CARD
KARTU KHUSUS SISWA



INNOVATIONS
WITH
SOMBERE AND SMART CITY

HEALTH CARE PROGRAM

MAKASSAR HOME CARE



LANSIA CARE



TELEMEDICINE

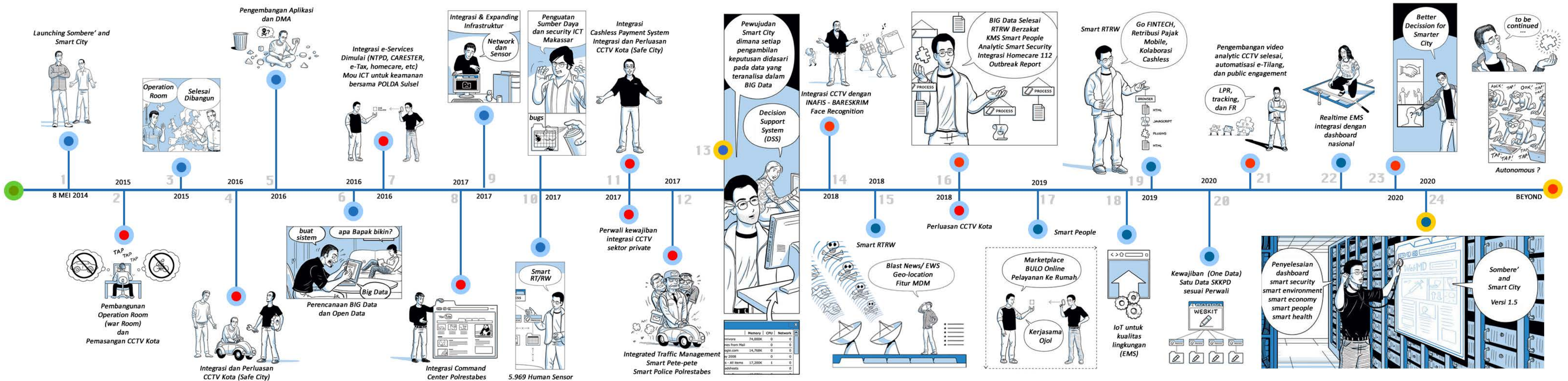




LR. 01 MALOKU
KKM TEACATIK UMMA'S GEL. 93

SOCIAL ENVIRONMENT PROGRAM

GARDEN ALLEYS



Pewujudan Smart City dimana setiap pengambilan keputusan didasari pada data yang teranalisa dalam BIG Data

Decision Support System (DSS)

13

Perwali kewajiban integrasi CCTV sektor private

	Memory	CPU	Network
sihivora	74,000K	0	0
pics from Mail			
oglo.com	14,768K	0	0
ny 2008			
is - All Items	17,200K	1	0
adsheets			

Integrasi CCTV dengan INAFIS - BARESKRIM Face Recognition

14

2018

Smart RTRW (Blast News/ EWS Geo-location Fitur MDM)

15

BIG Data Selesai RTRW Berzakat KMS Smart People Analytic Smart Security Integrasi Homecare 112 Outbreak Report

16

2018

Perluasan CCTV Kota

16

Smart RTRW (Go FINTECH, Retribusi Pajak Mobile, Kolaborasi Cashless)

18

2019

Smart People (Marketplace BULO Online Pelayanan Ke Rumah, Kerjasama Ojol)

17

Pengembangan video analytic CCTV selesai, otomatisasi e-Tilang, dan public engagement (LPR, tracking, dan FR)

19

2019

IoT untuk kualitas lingkungan (EMS)

18

Kewajiban (One Data) Satu Data SKKPD sesuai Perwali

20

2020

Penyelesaian dashboard smart security smart environment smart economy smart people smart health

20

Better Decision for Smarter City

21

2020

Sombere' and Smart City Versi 1.5

21

to be continued ...

Autonomous ?

23

2020

23

to be continued ...

Autonomous ?

BEYOND

to be continued ...

BEYOND

SMART CITY PROGRAM
**MAKASSAR
SOMBERE' &
SMART CITY**



CLEAN PROGRAM
“MAKASSAR
TIDAK RANTASA” “





SOCIAL ECONOMY PROGRAM

PLASTIC WASTE EXCHANGE RICE



PKK
HALAMAN
ASRI
TERATUR
INDAH
SEHAT

HIDUP HIJAU DENGAN
KEBUN KOTA

P
H
B
S
LONGSET

HEALTH ENVIRONMENT PROGRAM

HEALTH ALLEYS



PUBLIC TRANSPORT
SMART "PETE PETE"

PUBLIC HOUSING PROGRAM

APARONG

APARTMENT "LORONG"



CLEANLINESS PROGRAM
FIVE STARS
SANITARY
LANDFILL



EMPLOYMENT PROGRAM
**GREEN & CLEAN
SPECIAL GUARD**



PUBLIC ENGAGEMENT PROGRAM
TOUCHING HEART

ALLEYWAYS ENTERPRISES

BULO





SMART CITY PROGRAM
MAKASSAR | CALL CENTRE **112**
COMMAND CENTRE



EVERY CHILD GOES TO SCHOOL
01

EVERY SCHOOL IS ADIWIYATA (MTR)
02

EVERY SCHOOL IS ANTI DRUG AND NARCOTICS
03

9 YEARS SCHOOLING
04

100 FIVE STARS SCHOOLS
05

ONE SCHOOL ONE SMART LIBRARY
06

ONE SCHOOL, TWO INNOVATOR TEACHERS
07

ONE SCHOOL FIVE SUPER STUDENTS
08

ONE SCHOOL TWO SMART CLASSES
09

ONE SCHOOL ONE SUPER INNOVATION
10

ONE SCHOOL FIVE DEBATE TEAMS
11

ONE STUDENT ONE DANCE
12

ONE STUDENT ONE TALENT
13

ONE STUDENT ONE SPORT
14

ONE STUDENT THREE PLANTS
15

TALENT FESTIVAL
16

OLYMPIC SCHOOL
17

DEBATE LEAGUE
18

EDUCATION REVOLUTION PROGRAM

18 | 18 EDUCATION REVOLUTION

INFRASTRUCTURE PROGRAM FIVE STARS PEDESTRIANS





explore
makassar

kaki5ta'
MAKASSAR

kaki5ta'
MAKASSAR 006

kaki5ta' 001

kaki5ta'
MAKASSAR

ECONOMY PROGRAM
**SMART
HAWKERS**

SOCIAL PROGRAM

KEEP OUR CHILDREN SAFE

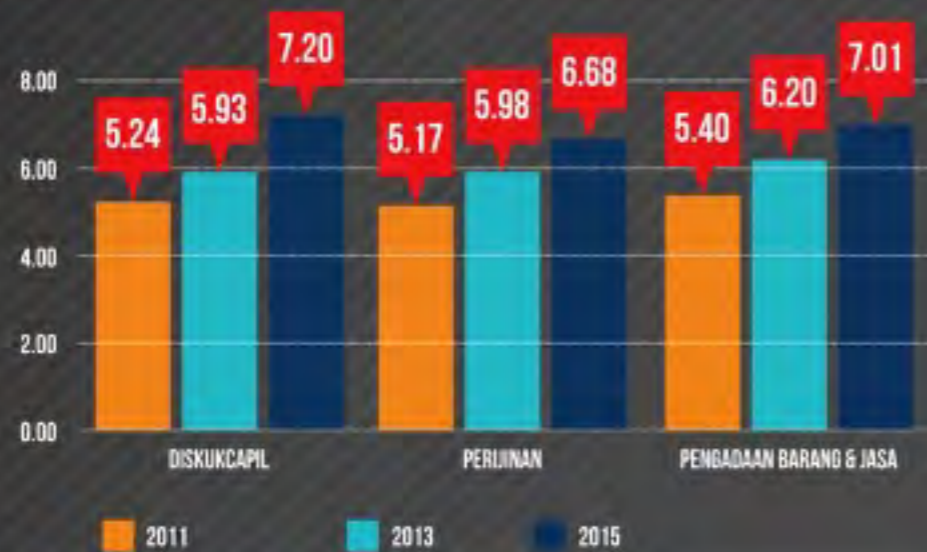


ENVIRONMENT PROGRAM
**NEW GREEN
CORRIDOR**



PROGRESS AND IMPACT

INTEGRITY INDEX AGAINST CORRUPTION

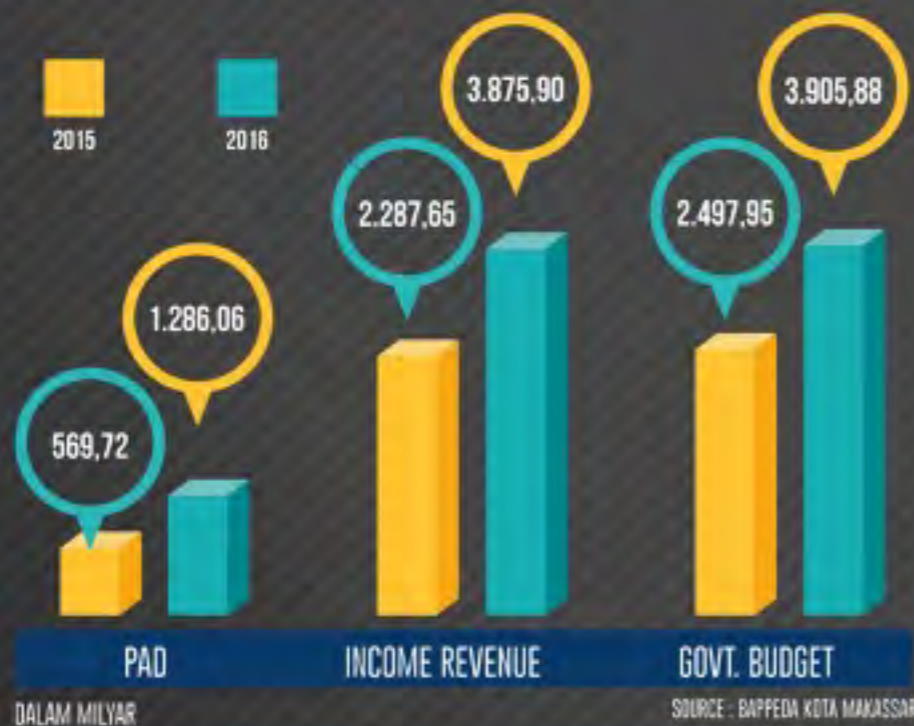


KPK Foreign Affairs, Trade and Development Canada Affaires étrangères, Commerce et Développement Canada cowater

HUMAN DEVELOPMENT INDEX (GRADUALLY INCREASED)



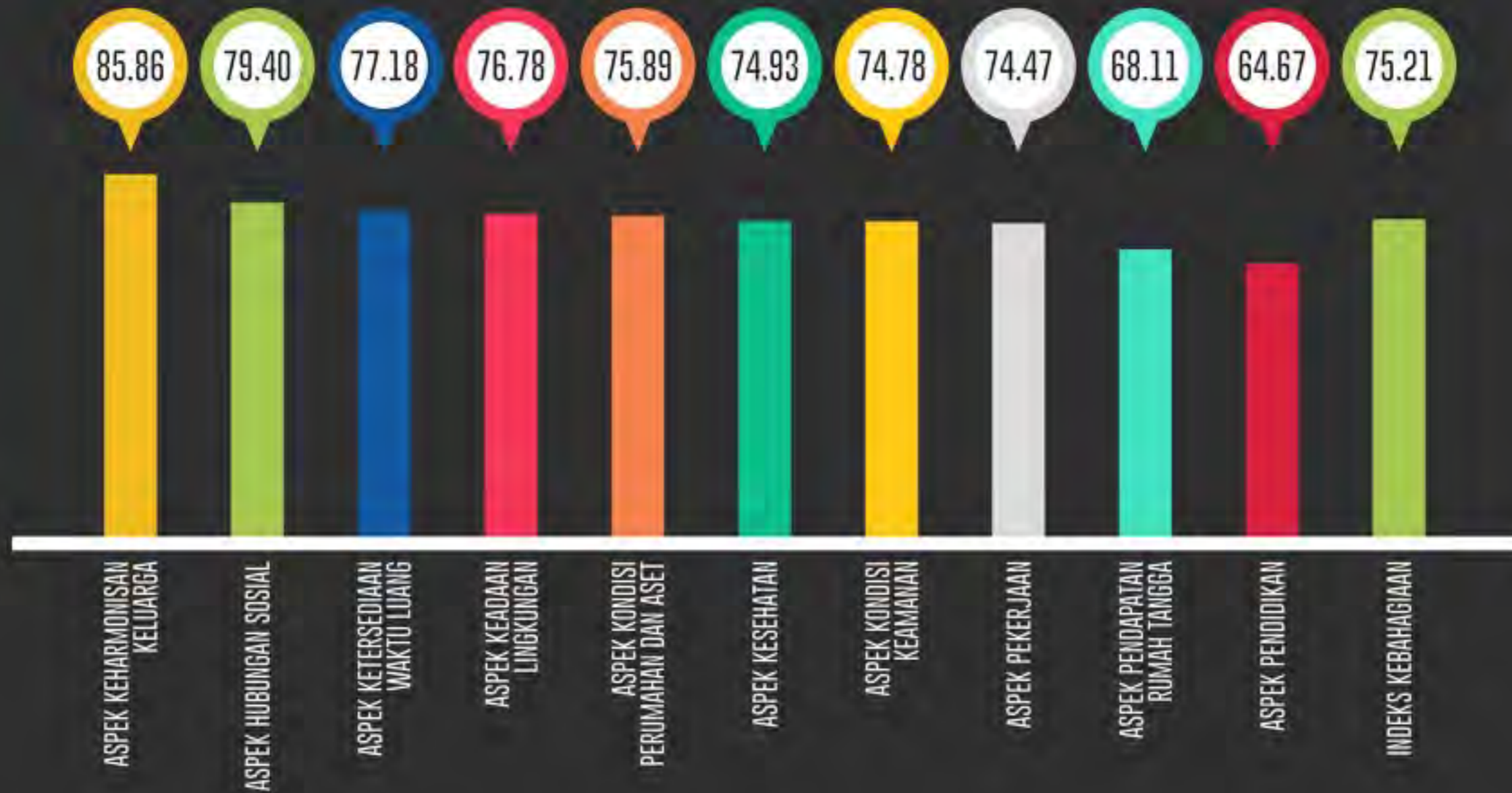
INCOME REVENUE & GOVT. BUDGET



LIFE EXPECTANCY (HIGHLY INCREASED)



HAPPINESS INDEX



DALAM%

SUMBER : SURVEY CRC

	NATIONAL CLEANLINESS AWARD	2015	2016	2017
	NATIONAL AUDIT REPORT AWARD	2016	2017	
	NATIONAL BEST CITY GOVERNMENT AWARD	2016	2017	
	NATIONAL HEALTH CITY AWARD	2016		
	NATIONAL BEST 40 PUBLIC INNOVATION	2016	2017	
	OPEN GOV AWARD SINGAPORE	2017		
	BEST MAYOR / HEAD OF CITY GOVERNMENT AWARD TEMPO MAGAZINE	2017		
	NATIONAL SANITATION AWARD	2016		



MA ASSAR

Everyday is Your Best Time
Everywhere is Your Best Investment

